

ORDER



Orders
Order / Rev: 714279
Alt Order #: 06317130
Product Desc: 001/KEN COOLEY/AD8
Estimate:
Flight Dates: 09/20/12 - 11/05/12
Original Date / Rev: 09/17/12 / 09/19/12
Order Type: Political

KXTV

Primary AE: Issac Safdeye
Sales Office: T-LA
Sales Region: NAT

Agency Name: Milner Butcher Media Group
Buying Contact:
Billing Contact:
 11150 W Olympic Blvd., Suite 815
 Los Angeles, CA 90064

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Cooley, K/State Senate/SSD5
Demographic: A25-54
Product Codes: PL-State Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	186	\$111,395.00	\$94,685.75
10/01/12	10/28/12	166	\$192,575.00	\$163,688.75
10/29/12	11/05/12	44	\$65,350.00	\$55,547.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	186	\$111,395.00	\$94,685.75	374.80
October 2012	166	\$192,575.00	\$163,688.75	320.80
November 2012	44	\$65,350.00	\$55,547.50	91.40
Totals	396	\$369,320.00	\$313,922.00	787.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Issac Safdeye			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXTV	17%	\$369,320.00
Market	100%	\$2,172,470.59

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	45%	\$977,611.76
KFTL	0%	\$0.00
KMAX	3%	\$65,174.12
KOVR	20%	\$434,494.12
KQCA	2%	\$43,449.41
KSPX	0%	\$0.00
KTXL	13%	\$282,421.18
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	10/01/12	10/12/12	M-F 630-7p Jeopardy	CM	630-7p	MTWTF--	:30	5	\$1,650.00	P-3	3.10	NM	10	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--			5			\$1,650.00		3.10			

Order / Rev: 714279
 Alt Order #: 06317130
 Flight Dates: 09/20/12 - 11/05/12

Advertiser: Cooley, K/State Senate/SSD5
 Product Desc: 001/KEN COOLEY/AD8
 Estimate: KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	10/01/12	10/12/12	M-F 630-7p Jeopardy	CM	630-7p	MTWTF--	:30	5	\$1,650.00	P-3	3.10	NM	10	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		5				\$1,650.00		3.10			
		Week: 10/08/12	10/14/12	MTWTF--		5				\$1,650.00		3.10			
E 2	KXTV	09/24/12	09/28/12	M-F 7-730p Wheel	CM	7-730p	MTWTF--	:30	5	\$735.00	P-2	4.30	NM	5	\$3,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5				\$735.00		4.30			
E 3	KXTV	10/01/12	10/12/12	M-F 7-730p Wheel	CM	7-730p	MTWTF--	:30	5	\$1,390.00	P-3	4.30	NM	10	\$13,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		5				\$1,390.00		4.30			
		Week: 10/08/12	10/14/12	MTWTF--		5				\$1,390.00		4.30			
E 4	KXTV	10/15/12	11/02/12	M-F 7-730p Wheel	CM	7-730p	MTWTF--	:30	5	\$2,400.00	P-3	4.30	NM	20	\$48,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		5				\$2,400.00		4.30			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$2,400.00		4.30			
		Week: 10/29/12	11/04/12	MTWTF--		10				\$2,400.00		4.30			
E 5	KXTV	09/24/12	09/28/12	M-F 730-8p Inside Edition	CM	730-8p	MTWTF--	:30	5	\$415.00	P-3	2.80	NM	5	\$2,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5				\$415.00		2.80			
E 6	KXTV	11/05/12	11/05/12	M-F 7-730p Wheel	CM	7-730p	M-----	:30	2	\$2,400.00	P-3	4.30	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$2,400.00		4.30			
E 7	KXTV	09/20/12	09/21/12	M-F 7-730p Wheel	CM	7-730p	---TF--	:30	6	\$735.00	P-2	4.30	NM	6	\$4,410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		6				\$735.00		4.30			
E 8	KXTV	09/20/12	09/21/12	M-F 730-8p Inside Edition	CM	730-8p	---TF--	:30	6	\$415.00	P-3	2.80	NM	6	\$2,490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		6				\$415.00		2.80			
E 9	KXTV	09/24/12	09/28/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	MTWTF--	:30	10	\$175.00	P-2	0.80	NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		10				\$175.00		0.80			
E 10	KXTV	10/01/12	10/12/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	MTWTF--	:30	10	\$250.00	P-4	0.80	NM	20	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		10				\$250.00		0.80			
		Week: 10/08/12	10/14/12	MTWTF--		10				\$250.00		0.80			
E 11	KXTV	10/15/12	11/02/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	MTWTF--	:30	8	\$400.00	P-4	0.80	NM	21	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		8				\$400.00		0.80			
		Week: 10/22/12	10/28/12	MTWTF--		3				\$400.00		0.80			
		Week: 10/29/12	11/04/12	MTWTF--		10				\$400.00		0.80			
E 12	KXTV	09/24/12	09/28/12	M-F 7-9am GMA 7-9am	CM	7-9a	MTWTF--	:30	20	\$150.00	P-3	1.00	NM	20	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		20				\$150.00		1.00			
E 13	KXTV	10/01/12	10/12/12	M-F 7-9am GMA 7-9am	CM	7-9a	MTWTF--	:30	10	\$285.00	P-4	1.00	NM	20	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		10				\$285.00		1.00			
		Week: 10/08/12	10/14/12	MTWTF--		10				\$285.00		1.00			

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Advertiser: Cooley, K/State Senate/SSD5
 Product Desc: 001/KEN COOLEY/AD8
 Estimate:

KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KXTV	10/22/12	11/02/12	M-F 7-9am GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$825.00	P-3	1.00	NM	13	\$10,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$825.00		1.00			
		Week: 10/29/12	11/04/12	MTWTF--					10	\$825.00		1.00			
E 15	KXTV	09/20/12	09/21/12	M-F 6-7am News10 Good Morning @ 6am	CM	6-7a	---TF--	:30	8	\$175.00	P-2	0.80	NM	8	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					8	\$175.00		0.80			
E 16	KXTV	09/20/12	09/21/12	M-F 7-9am GMA 7-9am	CM	7-9a	---TF--	:30	8	\$150.00	P-3	1.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					8	\$150.00		1.00			
E 17	KXTV	09/23/12	09/30/12	This Week This Week	CM	9-10a	-----S	:30	1	\$750.00	P-4	0.30	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$750.00		0.30			
		Week: 09/24/12	09/30/12	-----S					1	\$750.00		0.30			
E 18	KXTV	09/24/12	09/28/12	5p News10 News10 @ 5p	CM	5-530p	MTWTF--	:30	10	\$565.00	P-2	2.00	NM	10	\$5,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					10	\$565.00		2.00			
E 19	KXTV	10/01/12	10/12/12	5p News10 News10 @ 5p	CM	5-530p	MTWTF--	:30	10	\$1,500.00	P-3	2.00	NM	20	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					10	\$1,500.00		2.00			
		Week: 10/08/12	10/14/12	MTWTF--					10	\$1,500.00		2.00			
E 20	KXTV	09/24/12	09/28/12	6p News10 News10 @ 6pm	CM	6-630p	MTWTF--	:30	10	\$600.00	P-3	1.90	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					10	\$600.00		1.90			
E 21	KXTV	10/01/12	10/12/12	6p News10 News10 @ 6pm	CM	6-630p	MTWTF--	:30	10	\$1,800.00	P-2	1.90	NM	20	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					10	\$1,800.00		1.90			
		Week: 10/08/12	10/14/12	MTWTF--					10	\$1,800.00		1.90			
E 22	KXTV	10/22/12	11/02/12	6p News10 News10 @ 6pm	CM	6-630p	MTWTF--	:30	5	\$2,400.00	P-3	1.90	NM	10	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$2,400.00		1.90			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$2,400.00		1.90			
E 23	KXTV	11/05/12	11/05/12	6p News10 News10 @ 6pm	CM	6-630p	M-----	:30	2	\$2,400.00	P-3	1.90	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					2	\$2,400.00		1.90			
E 24	KXTV	09/20/12	09/21/12	5p News10 News10 @ 5p	CM	5-530p	---TF--	:30	6	\$565.00	P-2	2.00	NM	6	\$3,390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					6	\$565.00		2.00			
E 25	KXTV	09/20/12	09/21/12	6p News10 News10 @ 6pm	CM	6-630p	---TF--	:30	6	\$600.00	P-3	1.90	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					6	\$600.00		1.90			
E 26	KXTV	09/24/12	09/28/12	Nightline Nightline	CM	1135p-1206xm	MTWTF--	:30	5	\$510.00	P-2	0.90	NM	5	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					5	\$510.00		0.90			
E 27	KXTV	09/20/12	09/21/12	Nightline Nightline	CM	1135p-1206xm	---TF--	:30	3	\$510.00	P-2	0.90	NM	3	\$1,530.00

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 Estimate: KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 27	KXTV	09/20/12	09/21/12	Nightline Nightline	CM	1135p-1206xm	---TF--	:30	3	\$510.00	P-2	0.90	NM	3	\$1,530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--			3		\$510.00			0.90			
E 28	KXTV	09/24/12	09/30/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	MTWTFSS	:30	14	\$790.00	P-2	1.70	NM	14	\$11,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTFSS			14		\$790.00			1.70			
E 29	KXTV	10/01/12	10/14/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	MTWTFSS	:30	14	\$900.00	P-3	1.70	NM	28	\$25,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTFSS			14		\$900.00			1.70			
Week:		10/08/12	10/14/12	MTWTFSS			14		\$900.00			1.70			
E 30	KXTV	10/22/12	11/04/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	MTWTFSS	:30	5	\$1,500.00	P-3	1.70	NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTFSS			5		\$1,500.00			1.70			
Week:		10/29/12	11/04/12	MTWTFSS			5		\$1,500.00			1.70			
E 31	KXTV	09/20/12	09/23/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	---TFSS	:30	6	\$790.00	P-2	1.70	NM	6	\$4,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---TFSS			6		\$790.00			1.70			
N 32	KXTV	09/24/12	09/28/12	M-F 630-7p Jeopardy	CM	630-7p	MTWTF--	:30	5	\$1,125.00	P-2	3.10	NM	5	\$5,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--			5		\$1,125.00			3.10			
N 33	KXTV	10/01/12	10/05/12	M-F 630-7p Jeopardy	CM	630-7p	MT--TF--	:30	4	\$2,475.00	P-2	3.10	NM	4	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MT--TF--			4		\$2,475.00			3.10			
N 34	KXTV	09/20/12	09/21/12	M-F 5-6am News10 Good Morning @ 5am	CM	5-6a	---TF--	:30	2	\$135.00	P-1	5.60	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--			2		\$135.00			5.60			
N 35	KXTV	09/22/12	09/22/12	Sat 7-8a Good Morning America	CM	7-8a	-----S-	:30	1	\$175.00	P-1	0.70	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-			1		\$175.00			0.70			
N 36	KXTV	09/20/12	09/21/12	The View The View	CM	10-11am	---TF--	:30	2	\$340.00	P-3	1.40	NM	2	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--			2		\$340.00			1.40			
N 37	KXTV	09/20/12	09/21/12	News10 Midday M-F 11-12 News10 @ Midday	CM	11a-1130a	---TF--	:30	2	\$240.00	P-4	0.70	NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--			2		\$240.00			0.70			
N 38	KXTV	09/20/12	09/21/12	M-F 4-5p Ellen	CM	4p-5p	---TF--	:30	2	\$510.00	P-2	1.50	NM	2	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--			2		\$510.00			1.50			
N 39	KXTV	09/20/12	09/21/12	M-F 630-7p Jeopardy	CM	630-7p	---TF--	:30	2	\$1,125.00	P-2	3.10	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--			2		\$1,125.00			3.10			
N 40	KXTV	09/20/12	09/21/12	Thu Prime B Grey's Anatomy	CM	9-10p	---T---	:30	2	\$3,800.00	P-2	7.50	NM	2	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---			2		\$3,800.00			7.50			
N 41	KXTV	09/22/12	09/22/12		CM	M-SU 12p-5p	-----S-	:30	3	\$600.00	P-4	1.00	NM	3	\$1,800.00

Order / Rev: 714279
Alt Order #: 06317130
Flight Dates: 09/20/12 - 11/05/12

Advertiser: Cooley, K/State Senate/SSD5
Product Desc: 001/KEN COOLEY/AD8
Estimate: KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ABC College Football - Afternoon Games															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----S-	3		\$600.00		1.00						
N42	KXTV	09/22/12	09/22/12	News10 Special Edition CM	CM	Prime Various	-----S-	:30	2	\$750.00	P-4	1.00	NM	2	\$1,500.00
News10 Special Edition															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----S-	2		\$750.00		1.00						
N43	KXTV	09/22/12	09/23/12	News10 @ 11pm	CM	11-1135p	-----SS	:30	2	\$1,185.00	P-1	2.30	NM	2	\$2,370.00
News10 @ 11pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-----SS	2		\$1,185.00		2.30						
N44	KXTV	09/20/12	09/21/12	Jimmy Kimmel	CM	1207xm-106xm	---TF--	:30	3	\$150.00	P-3	0.70	NM	3	\$450.00
Jimmy Kimmel															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	---TF--	3		\$150.00		0.70						
N45	KXTV	09/24/12	09/28/12	M-F 5-6am	CM	5-6a	MTWTF--	:30	3	\$135.00	P-1	5.60	NM	3	\$405.00
News10 Good Morning @ 5am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	MTWTF--	3		\$135.00		5.60						
N46	KXTV	09/29/12	09/29/12	Sat 7-8a	CM	7-8a	-----S-	:30	2	\$175.00	P-1	0.70	NM	2	\$350.00
Good Morning America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	-----S-	2		\$175.00		0.70						
N47	KXTV	09/24/12	09/28/12	The View	CM	10-11am	MTWTF--	:30	5	\$340.00	P-3	1.40	NM	5	\$1,700.00
The View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	MTWTF--	5		\$340.00		1.40						
N48	KXTV	09/24/12	09/28/12	News10 Midday M-F 11-12m	CM	11a-1130a	MTWTF--	:30	2	\$240.00	P-4	0.70	NM	2	\$480.00
News10 @ Midday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	MTWTF--	2		\$240.00		0.70						
N49	KXTV	09/24/12	09/28/12	M-F 4-5p	CM	4p-5p	MTWTF--	:30	2	\$510.00	P-2	1.50	NM	2	\$1,020.00
Ellen															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	MTWTF--	2		\$510.00		1.50						
N50	KXTV	09/24/12	09/28/12	M-F 630-7p	CM	630-7p	MTWTF--	:30	4	\$1,125.00	P-2	3.10	NM	4	\$4,500.00
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	MTWTF--	4		\$1,125.00		3.10						
N51	KXTV	09/25/12	09/25/12	Tue Prime Other	CM	8-10p	-T-----	:30	2	\$3,500.00	P-4	10.50	NM	2	\$7,000.00
Dancing With The Stars: The Re															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	-T-----	2		\$3,500.00		10.50						
N52	KXTV	09/25/12	09/25/12	Tue Prime C	CM	10-11p	-T-----	:30	2	\$3,050.00	P-3	5.00	NM	2	\$6,100.00
Private Practice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	-T-----	2		\$3,050.00		5.00						
N53	KXTV	09/28/12	09/28/12	Fri Prime C	CM	10-11p	----F--	:30	2	\$2,500.00	P-4	3.40	NM	2	\$5,000.00
20/20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	----F--	2		\$2,500.00		3.40						
N54	KXTV	09/24/12	09/28/12	Jimmy Kimmel	CM	1207xm-106xm	MTWTF--	:30	4	\$150.00	P-3	0.70	NM	4	\$600.00
Jimmy Kimmel															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/24/12		09/24/12	09/30/12	MTWTF--	4		\$150.00		0.70						
													Totals	396	\$369,320.00